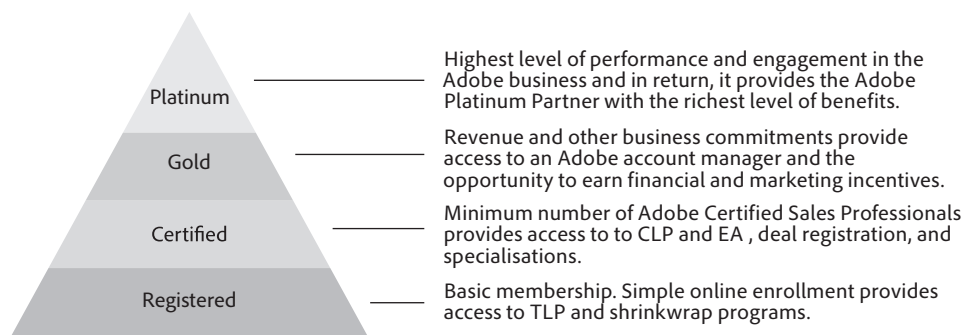


# Adobe Partner Connection Reseller Program



## Program Highlights

- Tiered program structure
- Benefits commensurate with level of commitment
- Online training and sales certification
- Access to reserved content on the Adobe Partner Connection Portal
- Listing of reseller profile on the Adobe website
- Specialisation benefits for qualifying education and pro video resellers
- Deal Registration Incentive to reward pre-sales contributions
- Eligibility to earn Co-op funds
- Opportunity to earn Financial rebates



**Enrollment**—Joining the Reseller Program starts with a simple online enrollment process on the Adobe Partner Connection Portal.\* When your application has been accepted, you will receive detailed instructions on how to access your benefits and begin selling!

**Deal Registration Incentive**—The Deal Registration Incentive is designed to reward resellers at the Certified level and above for generating demand for Adobe products. The Deal Registration Incentive provides a monetary reward to resellers who can demonstrate that their value-added selling activities contributed to the closure of a qualifying license purchase, whether or not the reseller fulfils the sale. Opportunities must be forecasted, registered, and accepted by Adobe and meet all published program guidelines.

**Reseller Financial Incentive Package**—The Reseller Financial Incentive Package provides resellers with the opportunity to earn rebates in two different areas, as well as marketing incentives such as Co-op funds. The specific goals in each area will be determined on a quarterly basis between you and your Adobe account manager.

**Revenue Performance Incentive**—(Gold and Platinum only) Based on qualifying revenue.

**Flexible Performance Incentive**—(Gold and Platinum only) Based on completion of specific quarterly targets such as product launches, special initiatives, unique reseller achievements, or product focus.

**Co-op**—For Gold and Platinum Resellers, Co-op funds are available to assist in the effective marketing of Adobe products. Co-op funds are earned based on qualified revenue and can be used to fund marketing and market development activities such as lead generation, end user communication, and advertising.

**MDF**— For Certified, Gold and Platinum resellers At the discretion of Adobe, Market Development Funds may be made available. These are one-off marketing contributions that are generally made available for specific marketing activities. Your Adobe account manager will inform you if funds are available and of the conditions and selection criteria for their availability.

**Training and Sales Certification**—Joining the Reseller Program at any level provides you with access to Adobe training and sales certification courses. Courses are open to any individual within your organisation and are intended to provide in-depth training on Adobe products, sales strategies, and licensing programs. To become an Adobe Certified Sales Professional or to attain a specialisation, you must complete and pass the required certification courses.

\* If you are applying at the Platinum Reseller level, you will need to sign a paper-based program agreement. An Adobe account manager will engage with you directly throughout this process.



**Adobe Partner  
Connection Portal**  
www.adobe.com/ap/partners

**Specialisations**—Resellers at the Certified level and above are eligible to attain specialisations in specific disciplines or vertical markets such as education and pro video. A specialisation is attained by meeting a set of requirements that demonstrate a high level of competence in the discipline and by one or more reseller employees successfully completing the required certification courses.

### Requirements

Registration	Registered	Certified	Gold	Platinum
Online registration and reseller profile	x	x	x	
Click-through Reseller Program agreement	x	x	x	
Signed paper Reseller Program agreement				x
<b>Adobe Certified Sales Professionals</b>				
Adobe Certified Sales Professional/s, Acrobat*		1	2	3
Adobe Certified Sales Professional/s, Creative Suite*		1	2	3
Adobe Certified Sales Professional, Volume Licensing*		1	2	3
Adobe Certified Sales Professional/s, Education (Education Specialisation only)		1	2	3
Adobe Certified Sales Professional/s, Pro Video (Pro Video Specialisation only)		2	2	2
Adobe Product Line Manager			1	1
<b>Performance Management</b>				
Quarterly Business Plan & Quarterly Business Review			x	x
Quarterly revenue objectives			x	x
Quarterly flexible objectives			x	x

\*Each of the Gold and Platinum required Adobe Certified Sales Professionals must be operating out of a different Reseller Location. If only one Reseller Location exists, the minimum requirement for Gold and Platinum Adobe Certified Sales Professionals must still be met in that one Reseller Location. Gold and Platinum Resellers are required to attain Level 1 and Level 2 Certification in Acrobat, Creative Suite and Volume Licensing.

### Benefits

Licensing Programs	Registered	Certified	Gold	Platinum
TLP (purchase through authorised distributor)	x	x	x	x
Shrinkwrap (purchase through authorised distributor)	x	x	x	x
CLP & EA commercial (purchase through authorised distributor)		x	x	x
<b>Incentive Programs</b>				
Deal Registration Incentive		x	x	x
Marketing incentives (Co-op and MDF**)		x	x	x
Revenue Performance Incentive (Rebate)			x	x
Flexible Performance Incentive (Rebate)			x	x
<b>Training and Enablement</b>				
Access to Adobe Channel Training Center	x	x	x	x
<b>Specialisations</b>				
Eligibility to attain Education and Pro Video Specialisations		x	x	x
<b>Account Management</b>				
Adobe account manager			x	x
Joint business and marketing planning			x	x
<b>Adobe Partner Connection Portal</b>				
Access to reserved content on the partner portal	x	x	x	x
Access to sales tools, demo files, presentations, white papers, and other materials	x	x	x	x
Listing of reseller profile on the Adobe website		x	x	x
Listing of any attained specialisations on the Adobe website		x	x	x
<b>Software</b>				
Availability of NFR software		x	x	x
<b>Support</b>				
Access to dedicated Partner Help Desk			x	x

\*\* At the discretion of Adobe

